

WHAT IS CLAIMED:

1. A computerized method of integrating preexisting product forecasts, the method comprising:

receiving from a user one or more parameters of an integrated product forecast desired by the user, the integrated product forecast relating to a plurality of products;

identifying a plurality of preexisting product forecasts which match the one or more parameters received from the user;

producing the integrated product forecast using data retrieved from the preexisting product forecasts which match the one or more parameters received from the user; and

providing the produced integrated product forecast to the user.

2. The computerized method of claim 1 wherein the one or more parameters received from the user include a forecast metric for the integrated product forecast.

3. The computerized method of claim 2 wherein the one or more parameters received from the user include a time range for the integrated product forecast.

4. The computerized method of claim 2 wherein the plurality of products are pharmaceutical products, and wherein the forecast metric is selected from the group consisting of sales, market share, units, and prescriptions.

5. The computerized method of claim 4 wherein the one or more parameters received from the user further include parameters selected from the

group consisting of product name, product type, indication, therapeutic area, and country.

6. The method of claim 1 wherein receiving includes receiving the one or more parameters from the user via one of a local area network and a wide area network.

7. The method of claim 1 wherein the preexisting product forecasts are in spreadsheet form, and wherein producing includes producing the integrated product forecast in spreadsheet form.

8. The method of claim 7 wherein the preexisting product forecasts were produced using a computer spreadsheet application, and wherein producing includes producing the integrated product forecast as a portable electronic file using said computer spreadsheet application.

9. The method of claim 1 wherein identifying includes filtering data associated with the preexisting product forecasts using the one or more parameters received from the user.

10. The method of claim 9 wherein the data associated with the preexisting product forecasts includes profile data input directly by one or more users.

11. A computer-readable medium having computer-executable instructions for performing the method of claim 1.

12. A computerized method of integrating preexisting pharmaceutical product forecasts in spreadsheet form, the method comprising:

receiving from a user via a computer network a plurality of parameters of an integrated product forecast desired by the user, the integrated product forecast relating to a plurality of pharmaceutical products, the parameters received from the user being selected from the group consisting of product type, indication, therapeutic area, and country;

filtering data associated with preexisting pharmaceutical product forecasts in spreadsheet form using the parameters received from the user to thereby identify matching pharmaceutical product forecasts;

producing the integrated product forecast using data retrieved from the matching pharmaceutical product forecasts; and

providing the produced integrated product forecast to the user via the computer network.

13. The computerized method of claim 12 wherein the computer network is a local area network.

14. A computer-readable medium having computer-executable instructions for performing the method of claim 13.

15. The computerized method of claim 12 wherein the computer network is a wide area network.

16. A computer-readable medium having computer-executable instructions for performing the method of claim 15.

17. The computerized method of claim 12 wherein the preexisting pharmaceutical product forecasts in spreadsheet form were produced using a

computer spreadsheet application, and wherein producing includes producing the integrated product forecast using said computer spreadsheet application.

18. A computerized method comprising:

retrieving, in response to a user command, data associated with a preexisting product forecast in spreadsheet form; and

transmitting the retrieved data through a computer network to a central database for storage.

19. The computerized method of claim 18 wherein retrieving includes retrieving an electronic file comprising said data, and transmitting includes transmitting the retrieved electronic file to the central database for storage.

20. The computerized method of claim 18 wherein retrieving includes retrieving said data from one or more predefined regions of the preexisting product forecast.

21. The computerized method of claim 18 wherein the computer network is one of a local area network and a wide area network.

22. The computerized method of claim 18 further comprising receiving from a user profile data relating to the preexisting product forecast, and wherein transmitting includes transmitting the received profile data to the central database for storage.

23. The computerized method of claim 22 further comprising prompting the user to provide said profile data.

24. The computerized method of claim 23 wherein prompting includes prompting the user to provide profile data selected from the group consisting of country, indication, product type, and therapeutic area.

25. The computerized method of claim 18 further comprising storing the transmitted data in the central database.

26. The computerized method of claim 18 wherein the preexisting product forecast is a preexisting pharmaceutical product forecast.

27. A computer-readable medium having computer-executable instructions for performing the computerized method of claim 18.

28. A computerized method comprising:
receiving through a computer network forecast data associated with a plurality of preexisting product forecasts;
storing the received forecast data in a central database;
producing a log of the preexisting product forecasts having associated data stored in the central database; and
providing the produced log to one or more users through the computer network.

29. The computerized method of claim 28 further comprising receiving through the computer network a user request to delete data associated with one or more of the preexisting product forecasts included in said log, and deleting such data from the central database.

30. The computerized method of claim 29 wherein said user request is made via the log provided through the computer network.

31. The computerized method of claim 29 further comprising revising the log to remove therefrom the one or more preexisting product forecasts for which associated data was deleted from the central database in response to the user request.